

JACK WILSON

MARKETING RESOURCE

The 30-Point Marketing Audit Checklist

Find the leaks in your funnel before you spend another pound on ads.

This is the same checklist I run at the start of every engagement. Work through each section honestly, mark anything you cannot answer with data, and the gaps become your first 90 days of work.

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1. Measurement foundations

- GA4 installed, with conversions defined and tested end to end
- Server-side or consent-safe tracking verified in production
- Google Ads / Meta conversions deduplicated against CRM data
- One agreed source of truth for leads and revenue
- Attribution window and model documented and understood
- Dashboard exists that a non-marketer can read in 30 seconds

2. Website & conversion

- Core Web Vitals passing on mobile for top 10 landing pages
- Every commercial page has one clear primary call to action
- Forms tested on mobile; field count justified line by line
- Trust signals present above the fold (proof, reviews, accreditation)
- Thank-you pages fire conversions and set expectations
- Site search and navigation reflect how customers actually buy

3. Search visibility

- Indexation checked: no commercial pages blocked or canonicalised away
- Keyword map covers problem, solution and brand intent
- Title tags and meta descriptions unique across all money pages
- Internal linking pushes authority to revenue pages
- Backlink profile reviewed for toxicity and genuine opportunity
- Content refresh schedule exists for decaying pages

4. Paid media

- Spend mapped to cost per qualified lead, not cost per click
- Search terms report reviewed weekly with negatives applied
- Landing page matches ad promise word for word
- Creative testing running with a documented hypothesis
- Budget pacing reviewed against pipeline, not month-end
- Remarketing excludes converted customers

5. CRM, nurture & retention

- Every lead source is tagged at the point of capture
- Speed-to-lead measured in minutes, not days
- Automated nurture exists for leads that do not buy first time
- Sales feedback loop marks lead quality back into marketing
- Reactivation campaign running against lapsed customers
- Reporting shows lifetime value by acquisition channel